

Senior Programme Fundraising Manager (Institutions)

Job Title	Senior Programme Fundraising Manager (Institutions)
Reporting to	Associate Director Programme Funding
Line Management responsibility	No
Salary	c. £55,000 depending on experience
Location	A minimum of 2 days a week (Tues and Wed) in the London office required, otherwise flexible

Key accountabilities

The British Asian Trust

The British Asian Trust (BAT) is one of the most exciting and innovative charities in the country. We maximise the support of the South Asian diaspora to drive positive change across India, Pakistan, Bangladesh and Sri Lanka, working to ensure that everyone is free from poverty and able to meet their full potential. Since our foundation, we have positively impacted the lives of almost 13 million people through our education, livelihoods, mental health, child protection, and conservation programmes.

The scale and complexity of the challenges in South Asia demand innovative and ambitious approaches to tackle them. We work in partnership with others to design and deliver programmes, raise funds and convene partnerships that combine new social finance tools, philanthropy and technology to deliver impact at scale.

In recent years we have experienced substantial growth, with organisational annual turnover increasing from £6m in 2018/19 to £23m in 2021/22. This growth includes pioneering new social finance mechanisms in South Asia, including conceptualising and executing 3 of India's 5 Development Impact Bonds with a value of over \$40m. In addition, we secured multi-million-pound partnerships with the likes of BT, the Children's Investment Fund Foundation and Foreign Commonwealth and Development Office (FCDO) to support disadvantaged communities across South Asia. The Programme Fundraising Team has played a central role in supporting this growth, helping to secure and manage high value partnerships with Trusts and Foundations, Corporates, as well as Bilateral and Multilateral Agencies.

Role purpose

A significant part of BAT's growth has come through the development of strategic partnerships with institutional donors, such as the FCDO, USAID, Asian Development Bank (ADB) and World Bank, particularly around our social finance work in South Asia. Going forward, we have ambitious plans to grow and diversify our income from institutional donors to increase our impact across our different programme areas.

The Senior Programme Fundraising Manager (Institutions) will play a central role in helping lead our work in this area, including strategy development, scoping and co-creation of new innovative and strategic partnerships, bid development, and grant and relationship management. This is a senior role and expected to engage at a strategic level. You will work closely with the Associate Director of Programme Funding and other senior stakeholder to develop the organisation's institutional funding strategy, as well as how we work effectively and collaboratively across the organisation to develop relationships and programmes to secure strategic funding.

This role presents the opportunity to be at the cutting edge of international development programmes and funding, as well as shape the development of an institutional fundraising function. We are looking for a successful fundraiser who will enjoy the challenges of being a pioneer and has a strong interest in driving new business.

Main responsibilities

New business development (40%):

- **High value pipeline development:** Develop a multi-year growth pipeline for new partnerships with institutional donors, identifying high-potential prospects and planning engagement steps well in advance. Ensure a steady stream of potential partnerships to support BAT's growth.
- **Market insights and trends:** Maintain up to date information on donor priorities, strategies and activities pertaining to BAT's programmes and ensure senior management and Country Directors are briefed. Identify and track potential new business opportunities, including through donor meetings and portal monitoring.
- **Partnership scoping and co-creation:** Work with other internal Stakeholder Leads and wider teams to develop and implement creative and effective engagement strategies, based on the research, including supporting senior management, programme leads and in-country fundraising leads to initiate and manage key relationships. Lead in-depth partnership scoping discussions with institutions, co-creating programs and initiatives aligned with both BAT's mission and donor priorities.
- **Proposal/Bid Development:** Work collaboratively and productively with programmes teams and in-country staff (programmes and fundraising, as appropriate), and senior management, to develop and submit funding bids, ensuring alignment with donor strategic goals and outcomes.
- **Process management:** Ensure all relevant internal and external policies and processes are followed in the development and management of partnerships, including due diligence, financial management and other areas of compliance.

Grant and Relationship Management (30%):

- **Partnership management:** Maintain and develop a portfolio of institutional grants and relationships to grow BAT's programmes in South Asia. Ensure effective grant and relationship management (including reporting compliance, due diligence, and other donor requirements), working collaboratively with senior management, in-country staff and communications staff.
- **Crafting engagement strategies:** Stay up to date on donor focus areas, funds and developments. Work with BAT country programmes and senior leadership to develop partnership models and engagement strategies to meet specific interests and priorities of different institutional donors.
- **Stakeholder management:** Support internal stakeholder leads (incl. the Chief Executive, Executive Directors and Trustees) to effectively manage donor relationships for which they are responsible, incl. drafting correspondence and writing meeting briefings.

Strategy development and management (25%):

- **Strategy development and implementation:** Support the development of the organisation's institutional funding strategy, working closely with the Associate Director of Programme Funding, Fundraising Director and the wider teams.
- **Business development processes and planning:** Identify and support the development of approaches to support the continuous improvement of institutional funding systems and processes. Working closely with BAT colleagues, develop long term strategies to identify and maintain relationships with key stakeholders within relevant donor departments.
- **Thought leadership:** Proactively research, network and engage with key sector stakeholders, groups and platforms to identify and pursue funding opportunities and strategic partnerships in line with the organisational strategy, as well as raise BAT's profile within these spaces, collaborating with programmes and senior staff as appropriate.
- **Cross-functional collaboration:** Actively collaborate across teams, promoting a unified approach to partnership building and creating channels for knowledge sharing within the organisation.
- **Knowledge transfer and internal briefing:** Regularly update internal teams on institutional donor trends, partnership progress, and strategic priorities. Equip colleagues with relevant insights to foster a collaborative, informed approach to donor engagement.
- **Performance tracking, evaluation and reporting:** Track and document all resource mobilisation efforts, including funds raised and partnership commitments secured, demonstrating the value and impact of each partnership. Provide accurate reports and data as required by other internal stakeholders.

Other (5%):

- Manage and maintain effective donor records and pipelines on the CRM database.
- Participate in team meetings and events.
- Actively contribute to and support wider BAT activities and initiatives, particularly with regards to income generation and communications.
- Consistently demonstrate the values and principles of British Asian Trust in all its activities.
- Other duties as required by the line manager commensurate with the post.

Key relationships

Internal: Associate Director of Programme Fundraising; Director of Fundraising; Programme Fundraising Team; India, Bangladesh and Pakistan Directors; Programmes staff in-country and the UK; Social Finance Teams; Fundraising Team; Communications Team; and Finance Team.

External: BAT institutional funding partners and related stakeholders; Programme partners, such as NGO's, academic institutions and social enterprises; BAT Service Providers, such as IT.

Job-related knowledge, skills and experience
Essential:

- Significant relevant professional experience.
- Significant experience of managing an institutional (government/multi-lateral/bilateral) funding opportunity pipeline, generation of new leads, and conversion of leads to funding.
- Significant knowledge of Overseas Development Aid (ODA) and relevant donors (e.g. FCDO, USAID, World Bank), their priorities and giving mechanisms.
- Significant experience setting and tracking effective KPIs.
- Proven track record of contributing to the development of organisational fundraising strategies and approaches, with an ability to think creatively about how to apply an organisation's overall fundraising objectives to the specific field of ODA.
- Proven track record of writing successful high value bids and proposals of 6 and 7+figures.
- Experience project managing complex bid development, with multiple stakeholders and across multiple locations.
- Ability to work at pace and collaboratively to achieve targets.
- Ability to manage and communicate effectively with a wide range of internal and external stakeholders, adapting style and approach to stakeholder needs.
- Ability to manage risk and compliance.
- Deep understanding of global development issues, especially in South Asia.

Key skills required for the role:

- Ability to influence, be persuasive and credible at senior levels with both internal and external stakeholders
- Ability to communicate clearly and engagingly, both face-to-face and in writing, with the ability to explain complex concepts and ideas
- Highly organised with strong attention to detail and the ability to manage multiple priorities and deadlines simultaneously
- Strategic thinking and problem-solving abilities, with a proactive and results-oriented approach to work and the ability to overcome setbacks
- Ability to understand and navigate internal organisational systems in order to build consensus and collaboration
- Confident working in cross-cultural contexts with teams in the UK, India, Pakistan and Bangladesh, as well as donors across other geographies in the global north and south
- Comfortable with high levels of autonomy whilst also a strong team-player who enjoys sharing knowledge and ideas with others
- Open to new ideas, and devising imaginative new approaches for how to do things differently to better achieve objectives
- Ability to work flexibly, prioritise effectively and work well under pressure